



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 11-01-2012 PAGE: 1 of 3

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code						Station/Market							
				NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS						WTVD - DURHAM							
Agency Est#			SAR #	Sales Office	Account Executive	Start Date	End Date	Billing				Package							
				PHILADELPHIA	A. CLIFFORD	10-31-2012	11-06-2012	M (Broadcast Month, Cycle 1)				N							
Line	Start Date	End Date	Time Period				Description	RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-31-2012	11-02-2012	05:58AM - 07:00AM				EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	1	30	X	X	X			3	850	3	2,550.00	
2	11-05-2012	11-06-2012	05:58AM - 07:00AM				EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	1	30	X	X				2	850	2	1,700.00	
3	10-31-2012	11-02-2012	05:00AM - 05:30AM				EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30		X	X	X		3	700	3	2,100.00	
4	11-05-2012	11-06-2012	05:00AM - 05:30AM				EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	X	X				2	700	2	1,400.00	
5	10-31-2012	11-02-2012	06:58AM - 09:00AM				GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30		X	X	X		3	850	3	2,550.00	
6	11-05-2012	11-06-2012	06:58AM - 09:00AM				GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X	X				2	850	2	1,700.00	
7	10-31-2012	11-02-2012	09:00AM - 10:00AM				LIVE! WITH KELLY & MICHAEL (842)	1	30		X	X	X		3	200	3	600.00	
8	11-05-2012	11-06-2012	09:00AM - 10:00AM				LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X				2	200	2	400.00	
9	11-03-2012	11-03-2012	08:00AM - 09:00AM				GOOD MORNING AMERICA SATURDAY (1883)	1	30				1		1	1,000	1	1,000.00	
10	11-04-2012	11-04-2012	10:00AM - 11:00AM				THIS WEEK SUNDAY 10-11A (800)	1	30				1	1	1	600	1	600.00	
11	10-31-2012	11-02-2012	05:28AM - 06:00AM				EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30		X	X	X		3	850	3	2,550.00	
12	11-05-2012	11-06-2012	05:28AM - 06:00AM				EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30	X	X				2	850	2	1,700.00	
13	10-31-2012	11-02-2012	05:28PM - 06:00PM				EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30		X	X	X		3	2,000	3	6,000.00	
14	11-05-2012	11-05-2012	05:28PM - 06:00PM				EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30	1					1	2,000	1	2,000.00	
15	11-03-2012	11-03-2012	07:00PM - 07:30PM				EYEWITNESS NEWS SAT 7-730P (838)	1	30				1	1	1	2,500	1	2,500.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M>New Makegood Activity, CM=Combined Makegood



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				NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS						WTVD - DURHAM				
Agency Est#			SAR #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)				Contract Title				
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S			
16	10-31-2012	11-02-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	1	30		X	X	X			3	850	3	2,550.00
17	11-05-2012	11-05-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	1	30	1						1	850	1	850.00
18	10-31-2012	11-02-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30		X	X	X			3	3,200	3	9,600.00
19	11-05-2012	11-05-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	1						1	3,200	1	3,200.00
20	11-05-2012	11-05-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	1						1	3,000	1	3,000.00
21	11-05-2012	11-05-2012	07:58PM - 10:00PM	MONDAY PRIME 8-10P (795)	1	30	1						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS													
22	11-02-2012	11-02-2012	10:00PM - 11:00PM	FRIDAY PRIME 10-11P (791)	1	30				1			1	1,700	1	1,700.00
			----- ITEM LINE NOTE ----- 20/20													
23	11-03-2012	11-03-2012	08:00PM - 11:30PM	ABC'S COLLEGE FOOTBALL PRIME (5877)	1	30				1			1	2,500	1	2,500.00
24	10-31-2012	10-31-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)	1	30		1					1	3,500	1	3,500.00
			----- ITEM LINE NOTE ----- NASHVILLE													
25	11-01-2012	11-01-2012	08:00PM - 09:00PM	PRIME SPECIALS (797)	1	30			1				1	3,000	1	3,000.00
			----- ITEM LINE NOTE ----- CMA													
26	11-04-2012	11-04-2012	09:00PM - 10:00PM	SUNDAY PRIME 9-10P (855)	1	30				1			1	2,600	1	2,600.00
27	11-02-2012	11-02-2012	07:58PM - 09:00PM	FRIDAY PRIME 8-9P (792)	1	30				1			1	3,300	1	3,300.00
			----- ITEM LINE NOTE ----- LAST MAN/MALIBU													

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Agency Est#			SAR #	Sales Office	Account Executive	Start Date	End Date	Billing				Package	Contract Title									
				247592	PHILADELPHIA	A. CLIFFORD	10-31-2012	11-06-2012	M (Broadcast Month, Cycle 1)				N 123456									
Line	Start Date	End Date	Time Period				Description	RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$			
28	11-03-2012	11-03-2012	12:00PM - 03:30PM				COLLEGE FOOTBALL 12-330PM (843)	1	30				1		1	2,500	1	2,500.00				
29	11-03-2012	11-03-2012	07:28PM - 08:00PM				WHEEL OF FORTUNE SAT (900)	1	30				1		1	1,500	1	1,500.00				
														Contracted Gross Total:	50	73,150.00						
														Actual Gross Total:	50	73,150.00						
														Agency Commission:		10,972.50						
														Net Total:		62,177.50						
Month/YR			Preempted		Made Good	Contract Total			Adjustments					Actual Total								
Nov 12			0.00		0.00	73,150.00			0.00					73,150.00								
TOTAL			0.00		0.00	73,150.00			0.00					73,150.00								

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